

Title Page

©CLL 21833 C

"Beware" ✓

a Photoplay in 2 reels ✓ SEP 22 1925 ✓

Author of Photoplay

Educational Film Exchange

Inc

USA

8/9/25

SEP 22 1925

PRESS SHEET

MERMAID COMEDIES



Supervised by Jack White



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

899

WHAT ONE EXHIBITOR SAYS—WHO IS SOLD ON MERMAID COMEDIES

Mermaid Comedies Often Put Show Over; "Beware" Will Bring Extra Patronage With Proper Exploitation

Voicing himself on the importance of two-reel comedies an exhibitor of New York City wrote recently about Mermaid Comedies:—

"Many times you have sat through a boresome feature picture. A mediocre one, perhaps? But . . . you sat through the feature because you knew your favorite theatre's programme always contained a comedy. The Mermaid comedy which took, say, twenty minutes to half an hour was by far more interesting entertainment than the long drawn out feature that made you yawn and long for your bed.

"There must be as much work and thought put into the making of a Mermaid Comedy as there is in the producing of a feature picture. Just as skilled men must be on the payrolls in Mermaid Comedy companies as there are in the studios where features are ground out."

Exploit "Beware" and it produces business as easily as laughs.

The Story

Lige, a newly rich "mammy song" composer, touring Switzerland, has a negro chauffeur and valet who drives so recklessly that Lige decides it will be safer to take the wheel himself. He attempts to turn the car in an exceedingly dangerous spot and, in doing so, backs off a cliff and down into the bottom of a lake.

Efforts to save the car underwater are hindered by numerous large fish. A lobster interferes and they abandon the car and swim ashore for help.

At a distant Inn no attention is given to knocks on the door, so they crawl through a window. The Inn is occupied by Estelle Bradley and a near-sighted father.

Otto Fries, an alpine guide, is there and, finding Estelle unprotected, decides to steal her away. At this moment, Lige shoves through the window and lands on Otto's head. The complications that follow are fast and furious, with Lige trying to save the girl from Otto.

The castle is a network of trap doors. In the cellar is a vicious tiger which Otto intends to use to get rid of Lige.

The father of Estelle is most grateful toward Lige for saving Estelle. They seat themselves at a table when a trap sprung by Otto results in Lige falling into the basement. Looking for a way out, Lige stumbles on the tiger.

Lige is scared stiff and, in running out, lands plump into the arms of Otto—his cries about the tiger being loose make everybody look for cover. The tiger lies down and Lige mistakes him for a rug and starts to crawl under it. The tiger makes a lunge with its paw.

Lige dashes madly away and the valet next encounters the tiger. He starts to pet it, at which the tiger lets out a wicked snarl. The valet makes



LIGE CONLEY
IN
EDUCATIONAL-MERMAID COMEDIES

For Electro Order No. 3771-E
For Mat (Free) Order No. 3771-M

for a closet, only to be confronted with a skeleton which fastens on his back. The negro discovers this through seeing its reflection in a mirror, and runs so fast that the skeleton shakes off.

The valet knocks down a stuffed tiger's head. Lige scared by this, rushes down the cellar, only to encounter the real tiger. The nearest exit leads to the face of a big cliff. Lige dives off and the fade out shows him running away in the distance—Finis.

WHO'S WHO in "BEWARE"

An Inventor.....LIGE CONLEY
The FatherBobbie Burns
The DaughterEstelle Bradley
Alpine GuideOtto Fries
The MaidPeggy O'Neill

Supervised by Jack White

EXPLOITATION

"Beware" offers the exhibitor excellent exploitation possibilities—

A prize of a seasons' pass could be offered to the girl or boy who sends in the best descriptive story on the ferocity of the Royal Bengal Tiger, which plays such a prominent part in "Beware."

Another prize could be offered for the best freehand drawing of a tiger made by a school boy or girl, and these afterwards used for lobby display.

Go after business by exploiting the Short Subject with the same energy as you would a feature.

Practically every trade journal in the past few months has contained articles strongly urging the exhibitor to exploit his Short Subjects many of these were written by the most prominent exhibitors in the business. "Where there is smoke there is generally fire"; some sound reason prompted this advice. Try for yourself. It won't prove expensive. By just a fair amount of publicity Short Subjects can be made to draw extra dividends for you.

PARAGRAPHS For Your Program

"Beware" with a series of "gags" and thrills that gives plenty of good laughs, is a Mermaid Comedy featuring Lige Conley.

* * *

From start to finish there is not a dull moment in "Beware." A circus could not provide more thrills than the Mermaid Star, Lige Conley.

* * *

The realistic live tiger "shots" make "Beware," the new Educational-Mermaid Comedy, border the sensational. Lige Conley gives more than the usual number of thrills.

* * *

A new type of comedy thriller is provided by a tiger and Lige Conley in the new Educational-Mermaid film "Beware."

* * *

"Beware" is a typical, laugh producing Mermaid Comedy. A real tiger and a scared darky furnish no end of fun.

MOST FEROCIOUS BEAST PUTS MANY "KICKS" IN COMEDY

Plenty of Real Thrills Found in New Mer- maid, "Beware"

(Newspaper review for use after showing of picture)

Lige Conley's new starring vehicle, the Educational-Mermaid "Beware" now playing at the.....Theatre....., offers a tiger's share of thrills. When one understands the really vicious and voracious character of this most magnificent of feline specimens that occupies the center of the stage and furnishes most of the thrills during the action of this new two-reeler.

The tiger with which Lige Conley seems so much at home is really a most dangerous foe. It will steal silently on man or beast and strike most treacherously. Can you wonder that at times Lige appears scared?

We follow Lige through two reels of close contact with a real tiger and expect most anything to happen.

The action takes place in a Swiss Chateau where a tourist (Lige Conley) and his chauffeur have gone for assistance following the loss of their machine over a cliff. They arrive unexpectedly and find a charming young lady (Estelle Bradley) being given unwelcome attentions by a guide (Otto Fries). The tourist interferes and receives the thanks of her father (Bobby Burns) the Inn keeper. In revenge the guide sets loose a tiger and after many thrilling and humorous situations, the tourist finally makes good his escape over the side of a cliff.

Lige Conley and his valet succeed in making merry in spite of their repeated efforts to escape the tiger. The situations are of the high tension thriller variety and will keep one's attention intensely directed during the two reels. "BEWARE" is a Jack White Production.

Comedy "Beware" is a Super-Thriller

(Newspaper review for use after showing of picture)

A half hour of sensational comedy thrills, with plenty of fast action and hearty laughs thrown in for good measure, is the tid-bit being offered this week at the.....Theatre....., two reels of remarkable comedy, starring Lige Conley supported by a cast of popular Mermaid comedians.

The center of attraction is a real live, ferocious tiger that plays his part "as if to the manner born." Getting out of whose way, keeps all hands busy, confined as they are, in a Swiss Chateau. The action is fast, furious and funny.

LIGE CONLEY'S DARING ASTOUNDS HOLLYWOOD'S SENSATION SEEKERS



LIGE CONLEY
in a scene from
"BEWARE"

For Electro Order No. 3772-E
For Mat (free) Order No. 3772-M

Biggest Thrill Comes When Danger is Over

(Prepared as advance publicity story)

"Contrary to what one might suppose," says Lige Conley the star of "Beware" a Mermaid Comedy to be shown.....at the.....Theatre, "the biggest thrills that I experience because of working with wild animals in two reel comedy thrillers, never occur at the time of actually filming. Then my mind is too taken up with the plot and technical problems at hand to notice the danger. The "kick" usually comes when the day's work is over and I have an opportunity to think over the risks and events of the day.

"Then the most disturbing thoughts arise, about what might have been the result if 'such and such' was the case, or 'so and so' did not do his or her part correctly. These thoughts I find almost impossible to shake off and it is usually well into morning when I can find relief in much needed sleep."

In "Beware" the latest of Conley's two-reel thrillers a real tiger is featured. The cast includes many of the popular Mermaid comedians and under the supervision of Jack White, the result is a most entertaining comedy.

Filming of Vicious Tiger Almost Proves Disastrous

(Prepared as advance publicity story)

It must be a great life!

The film star is a much envied person, but how many of us would be willing to take the chance of working beside a real live tiger in order to hold down the reputation of being the most daring film comedian in Hollywood? Yet that is just what Lige Conley has done in the new Educational-Mermaid Comedy "Beware," coming to the.....Theatre....., practically the entire plot of which hinges around his experiences in an old Swiss Chateau, in close contact with a prowling tiger.

In a film comedians' life such experiences are only incidents, however, forgotten as quickly as they occur. Risks such as these are the price of film comedy fame. Yet we hear the envious say, "It must be a great life!"

Lige Conley is ably supported by Bobby Burns, Estelle Bradley, Otto Fries, and Peg O'Neill. It is a Jack White Production.

The Careless Mule

(Prepared as advance publicity story)

The darky who plays an important part in "Beware," the new Mermaid Comedy to be shown at.....Theatre....., asked another darky why he thought a certain mule was blind.

"Why, I done turned him loose in a field an' he run right smack into a tree!"

"Huh," was his reply, "dat mule ain't blind. He just doan give a damn!"

Film Star Smiles When Tiger Growls

(Prepared as advance publicity story)

The making of "Beware," the two-reel comedy to be seen at.....Theatre....., featuring a real live tiger, was an event that will long be remembered by the Mermaid cast taking part in its production.

Especially is this true of Lige Conley, for it was Lige who was within reach of the tiger's claws for about a week during its making.

It was Lige who had to smile, when the tiger growled.

It was Lige who was to get the glory—or a slap with the tiger's claw.

Supporting Conley in this sensational two-reel thriller are names familiar to Mermaid fans: Bobby Burns, Estelle Bradley, Otto Fries and Peggy O'Neill. The supervision is by Jack White.

DONT YOU LEAVE YOUR NECKTIE AT HOME!

Did you ever make a social call without your necktie? Mark Twain once did and upon being reproached by his wife for carelessness, he afterwards addressed a necktie to his hostess by mail, saying: "This, Madam, completes my call."

This story reminds one of the present day exhibitor who is careless enough to neglect advertising his short subject comedy, a most necessary and conspicuous part of any bill, and yet often neglected in the advance announcements to patrons.

A feature must be well advertised, naturally, but your entertainment will be more completely sold if the Short Subject is included in your program and newspaper advertising.

Don't expect your patrons to guess at what the show

consists of. They will oftentimes sit through a long drawn-out feature just in hopes the comedy will be good, and if it is, they will go away happy.

If comedies leave a favorable impression about the whole show, they will certainly make an appeal to the prospective patron and assist in drawing him into the theatre.

Make your ads completely advertise all of your show, in order to get all the patronage you are entitled to. Don't neglect a money-making possibility by leaving out mention of one of your biggest drawing cards—the two-reel comedy.

If your space is limited, use the little "ad" cuts illustrated below. The electros are sold at a nominal price and the mats are free.



One Column by One Inch "Ad" Cut
For Electro Order No. 3773-E
For Mat (Free) Order No. 3773-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3774-E
For Mat (Free) Order No. 3774-M

For Three Column Cut on Page One Order
Electro No. 3775-E Mat (Free) No. 3775-M

ACCESSORIES

• • •

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Youngsters and grown-ups will howl at Lige Conley in the new Educational-Mermaid Comedy "Beware."

* * *

Hair raising stunts and humorous situations follow in rapid succession in "Beware." An Educational-Mermaid Comedy with Lige Conley.

* * *

The snappy pace and antics of Lige Conley make "Beware" stand out as an exceptionally good Educational-Mermaid Comedy.

* * *

A most amusing, lively two-reel Educational-Mermaid Comedy, "Beware," features Lige Conley with a tiger for a playmate.

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress